

RFQ #28141

City of Memphis Website Redesign

Addendum #2

Questions & Answers

Except to remove vendor names and addresses, questions are provided exactly as submitted.

#		Section	Question / Answer
1	Q	2.1	What is the timeline?
1	A		Timeline will be dependent upon RFP response. The goal is to have the website operational by June 30, 2017.
2	Q	2.1	Is there a (CMS) platform and/or technology preference?
2	A		No
3	Q	2.1	What 3rd-party integrations are included? Are any of these deeper integrations than embedded links or code?
3	A		Slideshow with overlay
4	Q	2.1	Is design within scope?
4	A		Yes
5	Q	2.1	Are there existing branding guidelines?
5	A		Yes
6	Q	2.1	How many people will be administering content?
6	A		10-20
7	Q	2.1	What is the plan for content migration?
7	A		The plan is to be provided through the RFP.
8	Q	2.1	Who supports the current site?
8	A		Internal personnel
9	Q	2.2	Does the proposed budget include ongoing maintenance? If so, for what term?
9	A		No, however you may include those costs in your proposal
10	Q	Functional Requirement - Site Search	Does search need to index the content of PDF and Word docs that may be on the site?
10	A		Yes
11	Q	Functional	Is the city looking for the vendor to translate content, or simply implement

		Requirement - Translation	a translation tool such as Google Translate?
11	A		Google translate is accessible
12	Q	Functional Requirements - ADA / 508	Is WCAG 2.0 Level A sufficient for meeting accessibility requirements?
12	A		No
13	Q	Hosting	The difference between 99.95% and 99.99% is about 18 minutes per month, but the cost difference can be very significant. Can the city confirm that 99.99% is the absolute minimum acceptable?
13	A		Yes 99.99 is acceptable
14	Q	CMS	The existing CMS is Dot Net Nuke. Does the city have a preference for staying on DNN? If not, is there a preference for any CMS?
14	A		No preference
15	Q	Open Source	Is there any preference for open source vs. a proprietary solution?
15	A		No preference
16	Q		Who created the current site? What is the nature of their current relationship with the city?
16	A		SAIC, still supporting the city
17	Q		Where is the current site hosted?
17	A		Internal hosting
18	Q		Can you provide current web site traffic and storage requirements data? It is needed to size the hosting solution.
18	A		3.7 million visitors from Jan 1 – present 300GB and needs ability to scale
19	Q		What are the 2 or 3 key reasons the city is redesigning the web site?
19	A		To make it easy for customers to use, greatly increase functionality and make it mobile friendly.
20	Q		How will you measure the success of the new site?
20	A		We should ask people after they use the new design for their feedback.
21	Q		Please list all required 3rd party integrations with other web sites or web services
21	A		iFrames contain applications
22	Q		Are the forms and applications on memphistn.gov in scope for this project? If so, please provide more details on integration requirements.
22	A		Yes

23	Q		Does the city need ongoing maintenance support after site launch? If so, can you estimate the number of hours that will be required monthly?
23	A		It will depend upon the RFP response. No at this time we cannot provide an estimate.
24	Q		What are the primary deficiencies in the existing design and information architecture that the city wants to correct with the redesign?
24	A		None
25	Q		Are hosting and maintenance costs for the first year included in the \$300K budget?
25	A		No
26	Q		How does the 30% DBE goal factor into the decision?
26	A		The 30% MWBE goal has a specified percentage of the scoring criteria
27	Q		Can you point to a couple of other city / municipal sites that are models for what you want for the new Memphis site?
27	A		The RFP is open to all design styles
28	Q	Section 1.2 – Website Demonstration	Is a provided URL of a demonstration site an acceptable form of delivery for this requirement? If not, what is the preferred delivery method?
28	A		Yes
29	Q	Section 1.2 – Website Demonstration	Is this demo a demo of functionality only, or is it expected to reflect design capabilities as well?
29	A		Both
30	Q	Section 1.2 – Website Demonstration	Do you require access to the CMS for the Demo submission?
30	A		Yes
31	Q	Section 2.1 – Functional Requirements	Test/Site Translation - How many languages are they looking to translate to? Do they require separate sites to manage separate language content?
31	A		At least two, and no
32	Q	Section 2.1 – Functional Requirements	Site must allow for scripting - Is this in reference to allowing for JavaScript ability? If so, Are you looking for the ability to add JavaScript through the CMS?
32	A		Yes

33	Q	Section 2.1 – Functional Requirements	Calendar Function - Is this to sync with Gmail and Microsoft calendars?
33	A		No it is to show events
34	Q	Section 2.1 – Functional Requirements	Calendar Function - Do you require any registration for events? Do you require any event-specific pages, announcements, ticket sales?
34	A		Announcements and events
35	Q	Section 4.4.1 - Tools & Technology	This section mentions the current "City's technology environment". What tools are you currently using? - Are there any current tools or technologies that we are to integrate with? - Are there any new tools or technologies that we are expected to integrate with?
35	A		File manager, .Net capabilities, No No No
36	Q	Exhibit A-3 Section 23	If the provided solution is a SaaS solution that cannot transfer ownership, Intellectual property and software ownership to you are you okay with this?
36	A		No
37	Q		The RFP references site/text translation. How many languages and which ones in particular?
37	A		See previous response to question 31
38	Q		Approximately how many City personnel will administer the site? Will there be administrators who are not City personnel?
38	A		Administration personnel will be dependent upon RFP proposal.
39	Q		Can you please describe a typical "subsite" that a site administrator should be able to create using the CMS?
39	A		Division site as primary, service center as subsite. Referential.
40	Q		The RFP references not requiring plug-ins. Is this in reference to user-installed plug-ins like Adobe Flash Player, or is in reference to CMS plug-ins (for example a WordPress plug-in that would more easily implement Google Analytics)?
40	A		Yes, to the first part of the question, and no to the second question
41	Q		Is the current site a good representation of anticipated modules and functionality for the new site, or are there other known modules or desired functionality that should be considered?
41	A		City of Boston (boston.gov)is fantastic Provo (provo.org)

42	Q		We typically facilitate and actively manage a hosting relationship with best-in-class third-party hosting providers (as opposed to self-hosting on agency-owned servers) - would the City be open to this approach, assuming it meets all performance, access and security requirements of the project? Is the cost of hosting included in the \$300,000 budget? If so, for how long? Is it mandatory to use the full 30% EBO requirement and how does that factor into the scoring process?
42	A		Yes, to the first, however best-in-class is a marketing buzz word. No the hosting cost is not included in the budget. The 30% MWBE requirement is a percentage of the scoring criteria.
43	Q		To what extent will work history with municipalities impact the scoring process?
43	A		Previous municipal experience will factor into the overall readiness or ability for a vendor's capability
44	Q		should all information included in Section 6 (Alternative Proposals) reflect a completely different/substitute approach to requirements, or should it only reflect pricing/approach, etc. of items that would be considered supplemental to the project requirements?
44	A		Yes
45	Q		The RFP indicates that no alterations to the proposal may be made between the written submission and the oral presentation, but also indicates that appropriate visual and written materials are expected for the oral presentation. Can you please clarify if the "alteration"-focused language s specific to pricing/approach, or should we also prepare our written response assuming it will also be the guide for the oral presentation?
45	A		Alteration is in reference to design specifications not pricing model/approach
46	Q		Can you please identify any critical technical integrations that should be considered as part of the proposal process?
46	A		None
47	Q		Does the language in Section 5.5.1 preclude a chosen agency from the ability to issue a Change Request post-project kick-off, assuming said Change Request was solely focused on project additions and requirements that were outside of the original Scope of Work and have been mutually agreed-upon by the City and the Agency?
47	A		There will be an agreed upon change management process as part of the contracting process
48	Q		To what extent should we consider elected municipal officials an audience

			of the site? Are there any specific known requirements or functionality that would be relevant to this audience we should keep in mind? If so, can you briefly outline them?
48	A		All citizens and visitors are audiences for the site. No
49	Q		Can you please confirm the standard web browser City employees are using?
49	A		Internet Explorer
50	Q		The current site allows for payment of fines and registration fees. What is the current payment system and should the existing system be integrated into the new site? Are there any payment processing fees from a third-party that need to be accounted for in the \$300,000 budget?
50	A		Third party redirect and yes. No to the second question
51	Q		Is there a CMS technology preference?
51	A		No
52	Q		To what extent will being local to Memphis or having roots in Tennessee impact the scoring process?
52	A		It will have an impact and be part of our evaluation criteria
53	Q		Are there known preferences or requirements for the technology stack that the City would like the site to be built on top of? (ex: LAMP, .NET, JAVA, etc.)
53	A		No
54	Q		Does the city already have a branding guide? If so, what is covered within said guidelines (color palette requirements, logo usage, voice & tone, etc)?
54	A		No
55	Q		Does the City have user or customer personas for the anticipated site audience? If not, would the City like it to be included in proposals?
55	A		Citizens of Memphis, and Visitors
56	Q		What type of asset library exists today? Photography? Video?
56	A		Limited asset library
57	Q		How/where are all the current assets organized and stored (photos & videos, content, etc.)?
57	A		On the same server.
58	Q		From an overarching customer experience, what is the biggest challenge the City of Memphis team faces?
58	A		A common complaint is that it's hard to find information even when you know what you're looking for. It's hard to make payments. It's hard to use

			on my phone.
59	Q		How will the City measure success for the website redesign? What specific, if any, measureable KPIs have been identified by the City as a part of this initiative?
59	A		We should ask people directly how they feel about the redesign. We also have analytics to determine how long a person is on our site, we could modify those to measure if there is increase in transactions and an increase in satisfaction.
60	Q		To what extent should copywriting and content development (photography, multimedia, etc) be considered? How much of the existing copy should be leveraged?
60	A		Copyright and trademarks must be considered and the existing copy should be leveraged to the extent possible within your RFP proposal.
61	Q		For the written response is there a page count or limit we need to stay within?
61	A		No
62	Q		Do you have a map of the existing technology environment you can share?
62	A		No
63	Q		Should direct costs for a CMS license be considered as part of the total budget for this response?
63	A		Yes
64	Q		Are branded external sites (such as memphis.mwsbe.com) part of the scope? If so, how many exist?
64	A		No, however we want to add those sites in the future
65	Q		How many domains and subdomains do you expect to have? (as it pertains to CMS license fees)
65	A		One. Several alias sites
66	Q		It appears the existing site is using Google Analytics, should we assume this will also be the case for the redesign? Will the selected partner have access to the City's analytics performance as part of this project?
66	A		No, however you may include this as part of your RFP. Past analytics yes.
67	Q	4.4.4	Do you have a preference for a content management solution? Upon review of the project requirements, we recommend Drupal, an enterprise-ready, open source content management system that is highly customizable.
67	A		No
68	Q	4.4.4	If you do not have a preferred content management system, do you have a

			preference of an open-source CMS vs. a proprietary CMS?
68	A		No
69	Q	1.2	Are you open to working with a company with its primary offices located in Ottawa, Ontario, Canada?
69	A		Yes, however local and MWBE companies will receive preference
70	Q	1.2	What currently do you like about your website? What don't you like?
70	A		Like the greater use of white space and font on the home page and the rotation of pictures showcasing the city Don't like that it is difficult to find information and that it's not mobile friendly
			Please provide your RFP proposal based upon the design characteristics you have in mind.
71	Q	1.2	Can you provide examples of websites that are like your expected outcome for this project?
71	A		Boston, Provo, London-has some interesting aspects
72	Q	1.2	What do you expect in terms of a "website demonstration"? Are you looking for past projects of ours that align with your requirements or a mock version of your redesigned site?
72	A		Mock version of our redesigned site
73	Q	1.2	Given that the scope of work within the RFP is not comprehensive and all-inclusive, would you suggest that pricing be provided as a daily rate or price range?
73	A		The City has no preference in your pricing model
74	Q	1.2	When do you anticipate the project to end? Do you have a desired launch date?
74	A		June 30, 2017
75	Q	2.1	How many content writers will be active on the content management system?
75	A		1-20
76	Q	2.2	How many page reviews do you average per month? If you cannot provide an accurate estimate, please provide a range.
76	A		unknown
77	Q	2.2	How much file system space does your existing website use?
77	A		300GB
78	Q	2.2	For many enterprises, it's important for that information to be available at any given time. AS such, it's important to ensure your website doesn't go offline for extended periods of time. We understand that the City requires a Service Level Agreement for 99.99% uptime. Given the high costs and

			complexity of achieving 99.99%, would the City consider a Service Level Agreement of 99.95% uptime.
78	A		The city would like to see the pricing model for 99.99 and 99.95
79	Q	2.1	Did you use a partner for the original development? <ul style="list-style-type: none"> - If so, who did you use? - If so, what worked or didn't work about that arrangement? - If so, what about that experience lead you to open this project up to bid to other vendors?
79	A		SAIC It was/is time to redesign the website.
80	Q		Who is the design or development agency of record currently?
80	A		Internal personnel
81	Q		What benchmark websites can you provide to indicate the vision you have for the redesigned site?
81	A		The City is requesting your ideas. We will not provide examples which may prejudice your design proposal.
82	Q		How many URLs are expected to be part of this project? If multiple URLs, please list them.
82	A		One main domain name: memphistn.gov / cityofmemphis.org (redirect)
83	Q		How many third-party systems will require integration with the new site? Please list them.
83	A		Not with site but with applications residing in iFrames (less than 10)
84	Q		Are there any components of the current site that will not be part of this new redesigned site?
84	A		No
85	Q		What is currently being used for site search?
85	A		Google
86	Q		What is your expectation for any research around audience needs? Will project stakeholders be able to speak for the audiences? Or will focus groups be necessary?
86	A		This will be discussed
87	Q		Are you interested in user personas?
87	A		Yes
88	Q		Are you interested in usability testing?
88	A		Yes

89	Q		Do you have an internal development team? - If yes, how many internal developers do you have? - If yes, are you anticipating that the internal development team be involved with the development of this project? To what extent?
89	A		Yes, 5, yes, involvement will depend upon RFP requirements
90	Q		With whom will we meet for the project Discovery session?
90	A		IS and communication personnel
91	Q		Who are the primary decision-makers for the project as a whole?
91	A		Chief Information Officer and Chief Communication Officer
92	Q		Who will be the primary project stakeholders?
92	A		IS and communication personnel
93	Q		Who would be the primary project contact or assigned project team for daily communication?
93	A		Personnel will be assigned as needed
94	Q		How many content managers do you have currently supporting the site? Can a defined list of content managers be provided with a hierarchy?
94	A		10-20 and no
95	Q		What internal resource support do you have for this project? Are there dedicated content creators/administrators?
95	A		yes
96	Q		Who will be responsible for entering content for the redesigned site?
96	A		Internal CMS personnel
97	Q		What e-commerce functionality needs exist (or are desired) for the new site experience?
97	A		None
98	Q	2.2	What is the ongoing web maintenance support budget post launch?
98	A		We will not know the until the new design is chosen.
99	Q		What sort of access is typically granted to outside vendors to the servers?
99	A		We are requesting a hosted solution. Vendor access will be granted based upon access requirements.
100	Q		What is the current server architecture and hosting for the site?
100	A		DNN

101	Q		How many servers are required for this project?
101	A		We are requesting a hosted solution
102	Q		What hardware is the site currently running on? What hardware requirements will the software need to abide by?
102	A		We are requesting a hosted solution
103	Q		How much traffic does the site currently support? Has this need changed? How much traffic should the new site experience be able to support?
103	A		Currently 3.7million visitors from Jan – present. Should, of course, be scalable
104	Q	4.4	When did the website last receive a design update?
104	A		October 2016 front page redesign
105	Q		Will a current brand guide be provided to the start of the project?
105	A		There is no brand guide
106	Q		Is there established branding that will be ready prior to the start of this project including brand guidelines and web standards?
106	A		No
107	Q	4.4.1.1	Currently, what CMS platform is being used?
107	A		DNN
108	Q		How long have you been using this current CMS platform?
108	A		4 years
109	Q		What, specifically, is causing you to examine changing the CMS? Please list out specific issues that must be remedied by a new solution.
109	A		Technology changes
110	Q		What new CMS tools are you considering? Is there a preference for a commercial, off-the-shelf toolset? Is there a preference for an open-source solution?
110	A		We are open to all CMS tools
111	Q	5.3	Is there an expected timeline for this project?
111	A		Operational by June 30, 2017
112	Q		What is the target start date? What is your target end date for this project?
112	A		June 30, 2017
113	Q	5.6	Will presentations take place onsite or via a conference call?
113	A		Onsite

114	Q		Will vendor selection be prioritized by proximity to The City of Memphis?
114	A		Local and MWBE companies will be given preference
115	Q		If the proposal exceeds the budget will a vendor be automatically eliminated from consideration?
115	A		Maybe